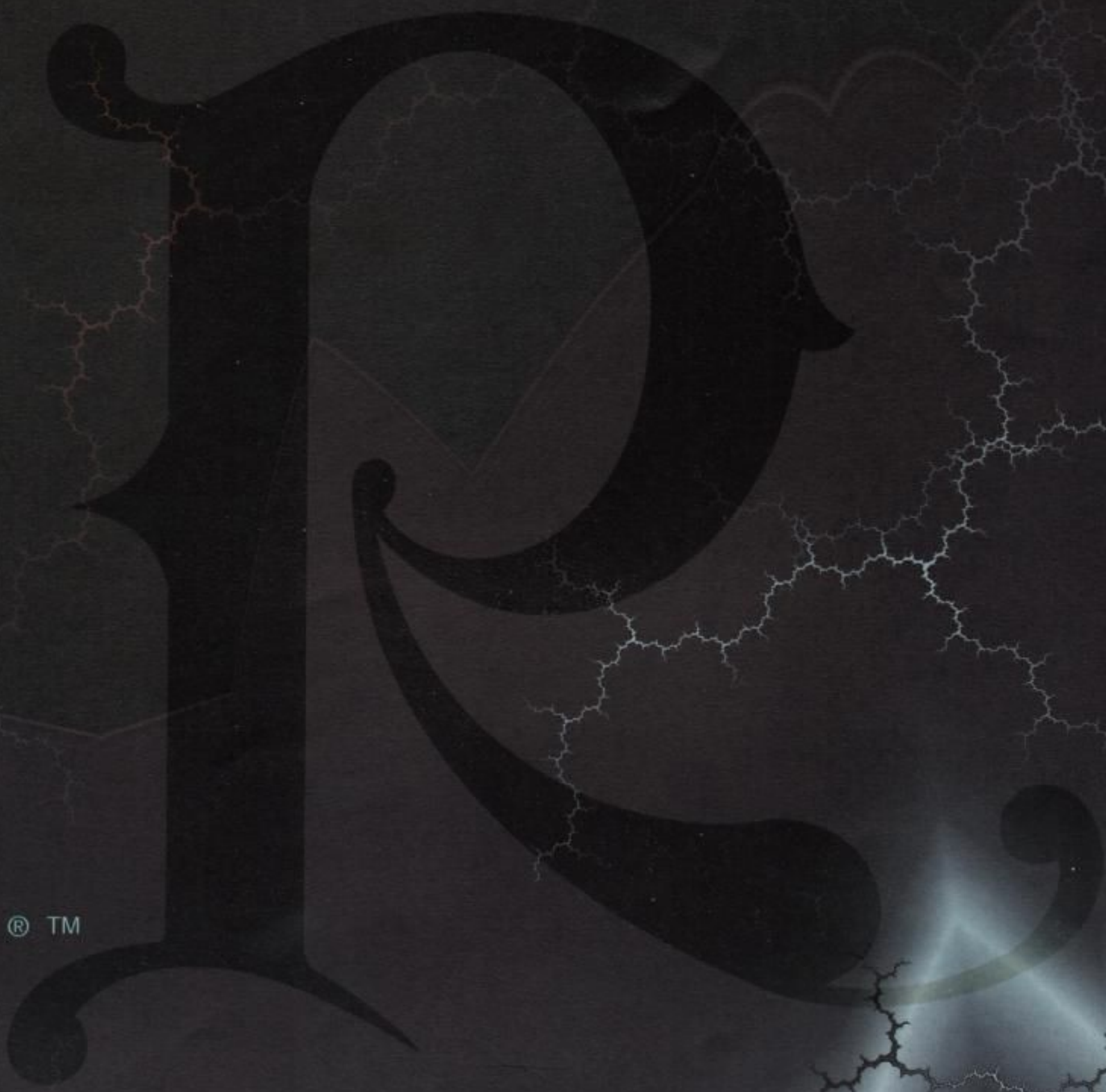


B.C. Rich®
GUITARS



® TM

As I reflect on the events of the past 30 years, I can recall many milestones at B.C. RICH, all of which have had a profound impact on the entire guitar industry...

In 1968, it was B.C. Rich who first introduced the concept of the "Heelless Neck-Thru" design, followed in 1970 by the highly innovative split pickup layout (coil tapping), which came to fruition by bringing four leads out of the pickup. We incorporated this unique approach into our onboard high impedance active and full electronic circuitry, and we continue to successfully employ that configuration to this day, as this concept originally pioneered by B.C. Rich has become a design standard that is currently offered by most pickup manufactures. B.C. Rich was also the first company to utilize Dimarzio® pickups on our hand made production guitars.

In 1974, B.C. Rich continued as a major force in the guitar industry with the introduction of exotic woods, finishes and graphics on our guitars, beginning with a Leopard Skin graphic on a B.C. Rich Eagle guitar that was played by Paul Stanley of Kiss on his world tour. In the mid part of 1995, a design collaboration with jazz guitarist Robert Conti resulted in the 1996 NAMM Show introduction of our legendary Mockingbird and Eagle shapes in hand carved arch top configurations.

This year we are proud to introduce the hand B.C. Rich Exclusive Series featuring the flagship "Victor Smith" Commemorative model was appropriately named after the early guitar pickup developer and pioneer of the same, who in 1929 while employed by the Dobro guitar company, introduced the first commercial Spanish style electric guitar. The Exclusive Victor Smith commemorative model also features our "Heelless Neck-Thru" design and Seymour Duncan "Seth Lover" pickups.

The heavier weighted instrument was designed for those players who desire a chunkier sound. The Exclusive Victor Smith Commemorative model was appropriately named after the early guitar pickup developer and pioneer of the same name, who in 1929 while employed by the Dobro guitar company, introduced the first commercial Spanish style electric guitar. The Exclusive Victor Smith commemorative model also features our "Heelless Neck-Thru" design. and Seymour Duncan "Seth Lover" pickups.

At B.C. Rich, we are very proud of our history and prior accomplishments, and we sincerely believe that 1998 will prove to be yet another exciting and innovative year. As a company with an eye toward the future, we look forward to making even greater contributions to the guitar industry.

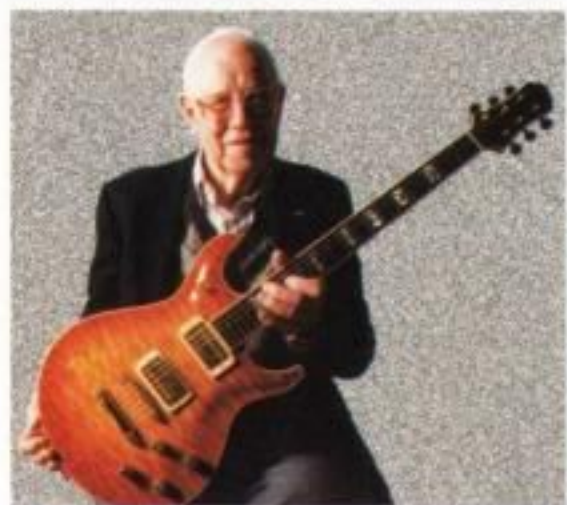
Whether you play from obsession or profession, Rock, Heavy Metal, Country, Pop or Jazz, B.C. Rich has the guitar for you!

Bernie Rico Sr., President



CONTENTS	Page	Page	Page
Introduction	2	Exclusive Series	3 & 4
Assassin Series	6	Eagles, Conti & Cook Models	7
Warlock & Ignitor	9	Bich & Stealth	10
Exclusive Bass	11	Warlock, Mockingbird Bass	12
NJ & Platinum Series	13	Custom Shop, Color Chart	14
		Mockingbird Guitars	5
		V Models	8
		Bernardo, Inovator Bass	11
		Bich & Wave Bass	12
		Guitar Specifications	15

Exclusive Series



Victor holding the first production Victor Smith Commemorative Model

Victor Smith in his home signing back of headstock of the first Victor Smith Commemorative Model



The Victor Smith, ACT & CT Exclusive Models available in two body weights. SL/Slim line and HV/Heavier weight for those players who desires a chunkier sound.



Heelless Neck-Thru design



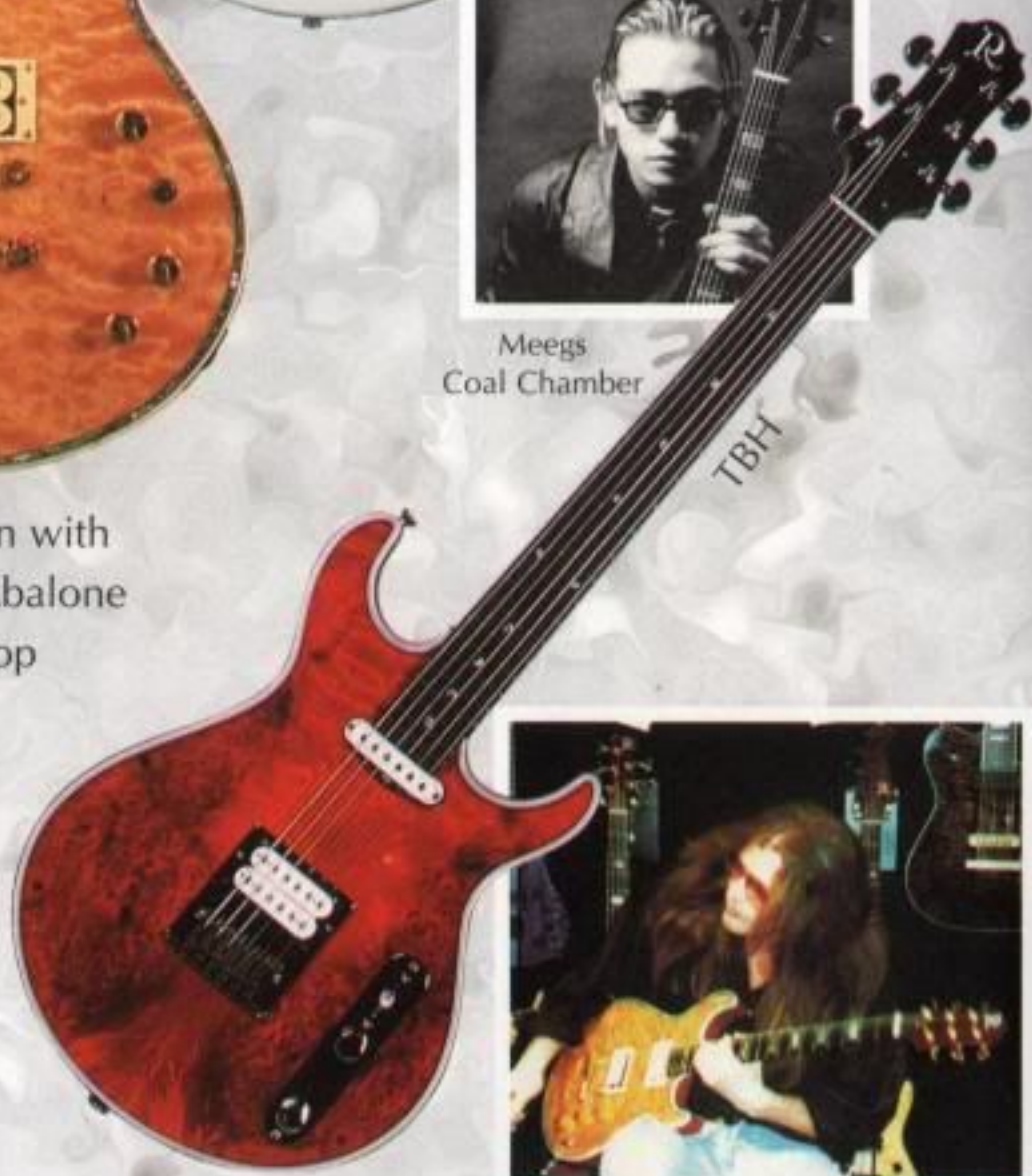
Exclusive Series



FT 1 shown with
(optional) Abalone
inlay top



Meegs
Coal Chamber



Mitch Perry

Mockingbird Guitars



SUPREME



ARCH TOP SUPREME



SLP



SL

Designed For Slash



Designed For Slash



ARCH TOP SUPREME

Assassin Series

MB 2
Same as MB 1
Except
2 Humbuckers



ST MSS



ASM 3



MB 1 Nelson Bernard



ASM 1

ASM 2

ASM B
(Not Shown)
Same as ASM 1-
Except Bolt-on

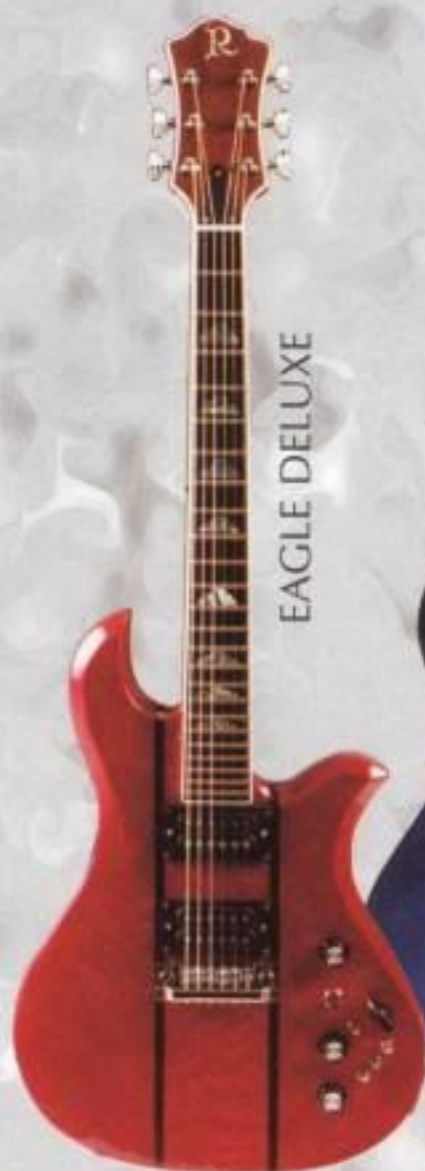


GUNSLINGER 2

EAGLE, Robert CONTI & Jeff COOK Models



EAGLE ARCHTOP



EAGLE DELUXE



EAGLE SUPREME



Jeff Cook, Alabama



JEFF COOK



CONTI 6



CONTI



Robert Conti

The Robert Conti 6 String Jazz Model is a new entry for B.C. Rich in 1998.

The Robert Conti Models were designed in collaboration with Premier Jazz guitarist Robert Conti.

Signature V Models



Kerry King

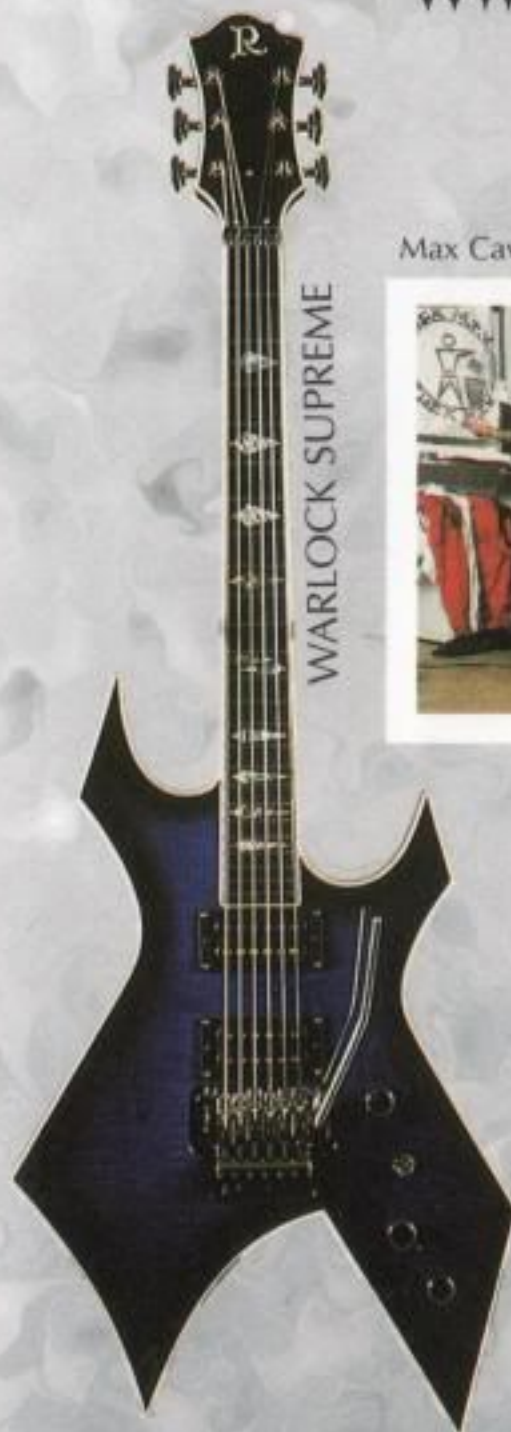
Designed for
Kerry King

Jr V Bolt-on
(Not Shown)



Jr V Models *designed*
by *Ernie Jr.*

WARLOCK & IGNITOR MODELS



WARLOCK SUPREME

Max Cavallera



WARLOCK STANDARD



WARLOCK BOLT-ON



WARLOCK WHS



IGNITOR SUPREME

IGNITOR BOLT-ON



IGNITOR STANDARD
(Shown with Floyd
optional)

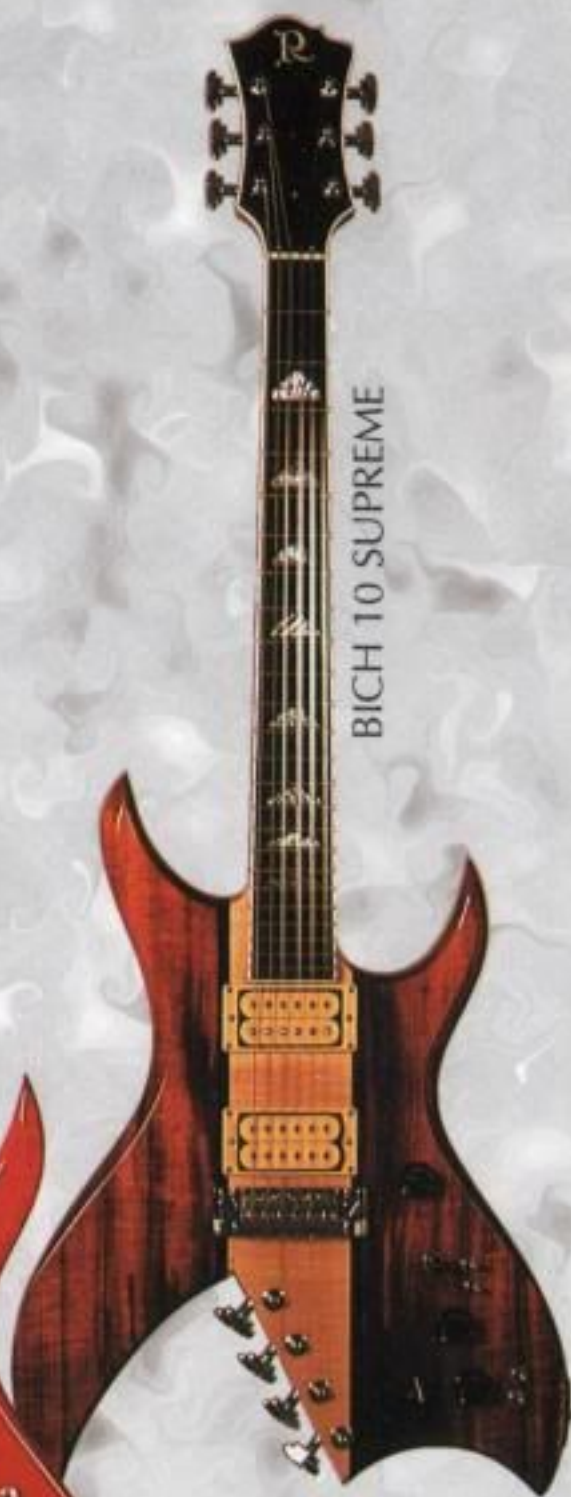


John Schaefer
Iced Earth

Bich & Stealth



BICH SUPREME



BICH 10 SUPREME



BICH DOUBLE NECK



BICH BOLT-ON



STEALTH BOLT-ON

Bernardo, Inovator & Exclusive Basses



BERNARDO 6

BERNARDO 4



INOVATOR 5



EXCLUSIVE BASS



BERNARDO 5



BERNARDO RECORDING DULUX



The Exclusive Bass is a new entry for B.C. Rich in 1998. Designed by Bernie Rico Jr.

WARLOCK, Mockingbird, Bich & Wave Basses



WARLOCK BASS STD.



MOCKINBIRD BASS STD.



BICH BASS



WAVE BASS

NJ & Platinum Series

WARLOCK NJ

WARLOCK PLATINUM

The B.C. Rich NJ & Platinum Series are manufactured to detailed specifications of Bernie Rico, using the highest quality woods & components

JR V PLATINUM

MOCKINGBIRD NJ

MOCKINGBIRD PLATINUM

EM 1

EM 3

ST PLATINUM

BICH NJ

B.C. Rich Guitars are now affordable to everyone.

Color Code Chart

BLK	Black	NT	Natural
MV	Metallic Violet	PS	Purple Sunburst
TB	Trans Blue	CS	Cherry Sunburst
WH	White	GM	Gunmetal Grey
CR	Candy Red	TBK	Trans Black
TV	Trans Violet	TT	Trans Tangerine
BS	Blue Sunburst	TG	Trans Green
TB	Tobacco Sunburst	CLB	Cobalt Blue
BKP	Black Pearl	UV	Ultra Violet
AS	Amber Sunburst	MTB	Metallic Blue
MTR	Metallic Red	BR	Blood Red
PW	Pearl White	TM	Trans Magenta
TPG	Trans Pagan Gold	BB	Butterscotch Sun
WP	Wine Purple	TTB	Trans Black Sun
TRB	Trans Root Beer	MB	Magenta Burst
BL	Blue	GT	Gold Top Pearl
NG	Natural Gloss		



This guitar was made for **Max Calavera** in the custom shop



Custom Gunslinger 12 string made for Mitch Harris of Napalm Death.

Custom Shop Options

THE B.C. RICH CUSTOM SHOP OFFERS MANY MORE OPTIONS NOT LISTED. YOU ARE INVITED TO CALL THE CUSTOM SHOP FOR MORE INFORMATION OR VISIT OUR WEBSITE AT www.bcrichguitars.com

Pearl or Candy Colors
All Sunburst Finishes
Paint to Match Headstock
Graphic Paint
Binding on Fingerboard
Binding on Headstock
Ebony Fingerboard
Rosewood Fingerboard
Exotic Woods
Custom Inlays
Marble Finishes with Contrasting Binding

Floyd Rose Tremolo
Gold Hardware
Black Hardware
Full Active Electronics
Coil Tap Switch
Phase Switch
Left Hand Guitars
Fishman 4 Band EQ
Acoustic 6 Inline Headstock
Urethane Transparent Finishes
Acoustic Guitars Solid Colors

Guitar & Bass Specifications

MODELS	BODY	NECK	F/B	SCALE	FRETTS	P/U	BRIDGE	FINISH
Victor Smith SI**	Mahog/Maple	Mahog. N/T	Ebony	24 5/8	24	Duncan	Tunamatic	BB,CS,MB
Victor Smith HV***	Mahog/Maple	Mahog. N/T	Ebony	24 5/8	24	Duncan	Tunamatic	BB,CS,MB
Exclusive ACT	Mahog/Maple	Mahog N/T	Ebony	24 5/8	24	Duncan	Tunamatic	BB,CS,TM,TR,TLK
Exclusive CT	Mahog/Maple	Mahog N/T	Ebony	24 5/8	24	Duncan	Tunamatic	CS,TM,BB,BLK,Wh,GT
Exclusive FT	Mahog?Maple	Mahog N/T	Ebony	24 5/8	24	Duncan	Tunamatic	CS,TM,TG,TPG
Exclusive FT2	Alder or Poplar	Maple N/T	Rosewood	24 5/8	24	DiMarzio	Tunamatic	GM,WH,BLK,BL
Exclusive Bolt on	Alder or Poplar	Maple bolt on	Rosewood	24 5/8	24	DiMarzio	Stop Tail piece	GM,WH,BLK,BI
Mockingbird Supreme	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Quadmatic	NT,TBK,TG,TR,TB
Mockingbird Deluxe	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Quadmatic	NT,TBK,TG,TR,TB
Mochingbird Arch Top	Mahog/Maple	Mahog N/T*	Ebony	24/ 5/8	24	DiMarzio	Quadmatic	BB,CS,MB,TBK,TR,TG
Mockingbird SLP	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Tunamatic	BB,CS,MB,TBK,TR,TG
Mockingbird SI	Mahog/Mpale	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Floyd 2	TBL,TR,TG,TBK
Mockingbird Std.	Alder or poplar	Maple N/T*	Rosewood	24 5/8	24	DiMarzio	Quadmatic	BLK,Wh,RD,BI
Mockingbird Bolt on	Alder or Poplar	Maple Bolt on	Rosewood	25.5	24	DiMarzio	Floyd 2	BLK,WH,BR,BL
ASM 1	Mahog/Maple	Mahog N/T*	Ebony	25.5	24	Duncan	Floyd	TBL,CS,AB,TR,TBK
Asm 2	Mahog/Maple	Mahog N/T*	Ebony	25.5	24	Duncan	Floyd	TBL,CS,AB,TR,TBK
ASM B	Bass wood	Maple Bolt on	Ebony	25.5	24	Duncan	Floyd	TBL,CS,AB,TM,T
ASM 3	Bass wood	Maple Bolt on	Ebony	25.5	24	Duncan	Floyd	TBL,CS,AB,TR,TBK
STMSS	Basswood	Maple Bolt on	Ebony	25.5	24	Duncan	Floyd	TRB,TBL,TM,Tr,TBK
MB 1	Alder or Poplar	Maple Bolt on	Ebony	25.5	24	Duncan	Floyd	BLK,GM,Wh,MR,WP
MB 2	Alder or Poplar	Maple Bolt on	Ebony	25.5	24	Duncan	Floyd	BLK,GM,Wh,MR,WP
Gunslinger 2	Alder or Poplar	Maple Bolt on	Rosewood	25.5	24	Duncan	Floyd 2	BLK WH. RD,GM,
Eagle Supreme	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Quadmatic	NT,TBK,TG,TR,TB
Eagle Arch Top Supreme	MahogMaple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Tunamatic	BB,CS,MB,TBK,TR,TG
Eagle Deluxe	Mahog	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Tunamatic	NT, TBK,Tg,TR,TB,
Eagle Std.	Poplar	Maple N/T*	Rosewood	24 5/8	24	DiMarzio	Tunamatic	BLK,Wh,RD,BI
KKV	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Kahler or Floyd	TBB,TM,TBL
Jr. V Supreme	Mahog	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Fixed or Floyd	TB,TM,TR TBK
Jr. V Std.	Poplar	Maple N/T*	Rosewood	24 5/8	24	DiMarzio	Tunamatic	BLK,WH,RD,BL
Jr. V Bolt on	poplar	Maple Bolt on	Rosewood	25.5	24	DiMarzio	Fixed	BLK,WH,RD,BL
Warlock Supreme	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Floyd or Quad	BS,TR,TBLK,TG
Warlock Std.	Poplar or Alder	Maple N/T*	Rosewood	24.5/8	24	DiMarzio	Floyd 2	BLK,WH,BR,BI
Warlock Bolt on	Poplar	Maple Bolt on	Rosewood	25.5	24	DiMarzio	Floyd 2	BLK,RD,BI
Ignitor Supreme	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Floyd or Fixed	BS,TBK,TP
Ignitor Std.	Alder or Poplar	Maple N/T*	Rosewood	24 5/8	24	DiMarzio	Quadmatic	BLK,WH,BR,GM
Ignitor Bolt	Alder or Poplar	Maple Bolt on	Rosewood	25.5	24	DiMarzio	Quadmatic	BLK,WH,BR,
Bich Supreme	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Quadmatic	NT,TBK,TR,TB
Bich Deluxe	Mahog/Maple	Mahog N/T*	Ebony	24 5/8	24	DiMarzio	Quadmatic	NT,TBLK,TG,TR,TB
Bich 10	Mahog/Maple	Maple N/T*	Ebony	24 5/8	24	DiMarzio	Quadmatic	NT,TLK,TG,TR,TB
Bich Std.	Alder or Poplar	Maple N/T*	Rosewood	24 5/8	24	DiMarzio	Quadmatic	BLK,WH,RD,BL
Bich Bolt on	Alder or Poplar	Maple Bolt on	Rosewood	25.5	24	DiMarzio	Quadamtic	BLK,WH,RD,BI
Bich Double neck	Mahog/Maple	Maple N/T*	Ebony	24 5/8	24	DiMarzio	Quadmatic	NT, TB,TM
BernardoArtist 4,5 & 6	Maple/Purple Heart	Maple N/T*	Ebony	34	24	Bassline		NO, NG,TBK,TR,WH,BLK
Innovator Bass	Maple/Purple Heart	Maple N/T*	Ebony	34	24	Bassline		Oil
Warlock Bass	Maple	Maple N/T*	Rosewood	34	24	DiMarzio		BLK,WH,BR,MTR
Mockingbird Bass	Maple	Maple N/T*	Rosewood	34	24	DiMarzio		BLK,WH,BR,MTR
Wave Bass	Maple	Maple N/T*	Rosewood	34	24	DiMarzio		BLK,WH,BR,MTR
Exclusive Bass	Mahog/Maple	Maple N/T*	Ebony	34	24	Bassline		TR,CS,TBK,NT,TM

* Neck Thru ** Slime line *** Heavey weight

*Over our 30 year history Bernie Rico has designed and created
guitars for the following artist. We thank them.*

JOHN AVILA (Oingo Boingo)
GEORGE BIONDO (Steppenwolf)
GEEZER BUTLER (Black Sabbath)
CRAIG CHAQUICO (Starship)
DAVID LINDLEY
NITE BOB CZAYKOWSKI
DON FELDER (Eagles)
NEIL GERALDO (Pat Benitar)
JOE PERRY (Aerosmith)
LOU REED
STEVE HUNTER (Alice Cooper)
CAROL KAY
DEREK ST. HOLMES (Ted Nugent)
DICK WAGNER (Alice Cooper)
JOHN WILKISON (Elvis Presley)
ELVIS PRESLEY "The King"
PATI STANLEY (Kiss)
CC DEVILLE (Poison)
JIMMY BAIN (Dio)
NIKKI SIXX (Motley Crue)
TOM JOHNSON (Doobie Brothers)
BUCKY BARRETT (Roy Orbison)
ROY ORBISON
FATS WARNING
STEVE FISTER (Lita Ford)
BLACKIE LAWLESS (Wasp)
TRACII GUNS (L.A. Guns)
SACRED RIBB
TONY MACALPINE
SLASH (Guns & Roses)
JOHN STAMOS
DON DOKIN

CARLOS ALOMAR (David Bowie)
BILL BODINE (Olivia Newton John)
JIM KRUEGER (Dave Mason)
BOB KULICK (Meatloaf)
KIMIO MIZUTANI
RICK DERRINGER
LITA FORD
ROBERT PALMER
BRAD WHITFORD (Aerosmith)
JIMMY HASLIP
PRAKASH JOHN (Alice Cooper)
AL KOOPER (Kooper Session)
DOMENIC TROINO (Guess Who)
DANNY WISS
NEIL DIAMOND
JOHN DENVER
TED NUGGENT
BOBBY DALL (Poison)
CRAIG GOLDIE (Dio)
MICK MARS (Motley Crue)
MITCH PERRY
MEGADEATH
JEFF COOK (Alabama)
FLOATSAM & JETSAM
JOEY RICO
RANDY PIPER (Wasp)
ANDY LAROCQUE (King Diamond)
LIZZY BORDEN
OVER KILL
AXLEROSE
MIKO WEAVER (Prince)
BRUCE KULICK (Meatloaf)

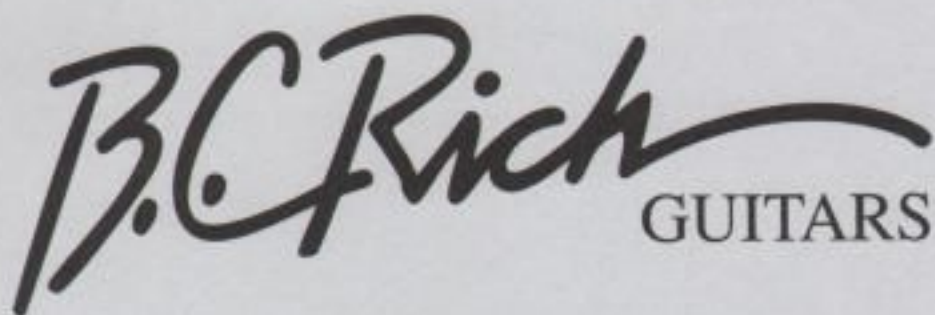
ABSU
ROBERT CONTI
BROKEN HOPE
CRADLE OF FILTH
MEEG'S (Coal Chamber)
DEICIDE
JOHN CHRIST (Danzig)
JOHN SCHAEFER (Iced Earth)
CINDY TAYLOR
JIM MCBRIDE
MICHAEL O'DORN
JAKE NESHEIM (Super Deluxe)
MAX CAVALERA (Sepultura)
SUICIDAL TENDENCIES
KERRY KING (Slayer)
DIMMU BORGIR
MITCH HARRIS (Napalm Death)
JESSE PINTADO (Napalm Death)
JEFF HANNEMAN (Slayer)
TOM ARAYA (Slayer)
ERIC CLAPTON
PAUL GILBERT
RUDY SAIZO (Quiet Riot)
NEW CHRISTY MINSTRELS
THE ASSOCIATION
FATS JOHNSON
TIM CONWAY
JOHN CRYPT (L.A. Guns)
TONY IOMMI (Black Sabbath)
TOMMY JURDIN (Eddie Money)
DUFF (Guns & Roses)

Last, but certainly not least, our customers.

We would also like to thank the following people for assisting in the production of this brochure.
Hank Barela (Global Graphics), Pradeep Bhaumik & Rajesh Varma (Colour Graphics),
Leo Fernandez (Associated Silk Screening), Richard MCleod (Encore Exhibits), Robert Conti,
Leo Garcia, Dave Collins, Shawn Ortiz, Ed Clevenger, Shokai Company, Ltd. Japan & Rick Rosen

B.C. RICH INTERNATIONAL, INC.
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760/ 956-1599 • FAX 760/ 956-1565 • WEBSITE www.bcrichguitars.com

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DiMarzio is a registered trademark of DiMarzio Inc. Dobro is a registered trademark of Gibson Guitar Company.



1998 RETAIL PRICE LIST

AMERICAN HANDMADES

Mockingbird Supreme	\$ 2099.00
Mockingbird Deluxe	1699.00
Mockingbird SL	1799.00
Mockingbird SLP	2099.00
Mockingbird Arch Top	2099.00
Mockingbird Standard	1499.00
Mockingbird Bolt-on	1199.00
Robert Conti 8 String Guitar	3000.00
Robert Conti 6 String Guitar	2499.00
ASM 1	1899.00
ASM 2	1699.00
ASM 3	1549.00
STMSS	1599.00
ASMB	1549.00
MB 1	1199.00
MB 2	1249.00
Gunslinger 2	1199.00
Warlock Supreme	1999.00
Warlock Standard	1499.00
Warlock Bolt-on	1199.00
Ignitor Supreme	1899.00
Ignitor Standard	1499.00
Ignitor Bolt-on	1299.00
Bich Supreme	2099.00
Bich Double Neck	P.O.R.
Bich Deluxe	1699.00
Bich Ten String	2299.00
Bich Standard	1499.00
Bich Bolt-on	1199.00
KKV (Kerry King)	2499.00
JR. V Supreme	2499.00
JR. V Standard	1499.00
JR. V Bolt-on	1199.00
Exclusive (Victor Smith)	3000.00
Exclusive ACT	3000.00
Exclusive CT	2100.00
Exxlusive Arch Top Bass	2400.00
Exclusive FT 1	1599.00
Exclusive FT 2	1299.00
Eagle Supreme	2099.00
Eagle Arch Top	2099.00
Eagle Deluxe	1699.00
Eagle Standard	1499.00
Bernardo 4	2199.00
Bernardo 5	2299.00
Bernardo 6	2499.00
Innovator Bass	1699.00
Warlock Bass Standard	1499.00
Mockingbird Bass Standard	1499.00

NJ SERIES

Warlock, Mockingbird & Bich	699.00
NJ Finishes: Black, Blood Red & White	
(Trans Red optional add \$25.00)	

PLATINUM SERIES

Warlock, Mockingbird & Bich	549.00
Platinum Finishes: Black, Blood Red & White	
(Trans Red optional add \$25.00)	
JR. V Platinum	599.00
JR. V Finishes: Black, Gun Metal Grey, White & Black	
EM 1	549.00
EM 1 Finishes: Trans Blue, Trans Red, White & Black	
EM 3	499.00
EM 3 Finishes: Gun Metal Grey, White & Black	

BRONZE SERIES

Warlock & Mockingbird	369.00
Bronze Series ST	349.00
Bronze Series Finishes: Black, White & Red	

B.C. RICH CUSTOM SHOP

OPTIONS

Pearl or Candy Colors	\$125.00
Floyd Rose Tremolo	\$200.00
All Sunburst Finishes	125.00
Gold Hardware	100.00
Paint to Match Headstock	50.00
Graphic Paint	P.O.R.
Urethane Transparent Finishes	225.00
Nitro Cellulose Finishes (Laquer)	250.00
Black Hardware	40.00
Full Active Electronics	250.00
Active Electronics	150.00
Binding on Fingerboard	75.00
Coil Tap Switch	40.00
Phase Switch	40.00
Binding on Headstock	75.00
Ebony Fingerboard	75.00
Left Hand Guitars	N/C
Rosewood Fingerboard	40.00
Exotic Woods	P.O.R.
AAAA grade Quilted or flame Maple	P.O.R.
Solid Quilted or flame Maple	
Neck Thru body wings	P.O.R.
Custom Inlays	P.O.R.
Contrasting Binding	125.00
Head stock changes	200.00

* Note: A fee of \$150.00 will automatically be charged for any order from the custom shop. This fee does not include the cost of the optional items.

B.C. Rich reserves the right to make any changes without notice.

Phone: (760) 956-1599 • Fax: (760) 956-1565 • Website: www.bcrichguitars.com



Return your order by phone or fax to:
DAVITT & HANSER MUSIC
 PHONE 1-800-999-5558
 FAX: 1-800-451-4944

Date: _____

Store Name: _____

Address: _____

Contact: _____

Phone: _____

Fax: _____

BRONZE GUITARS

	BLACK \$399.00	RED \$399.00
Mockingbird		
Warlock		

Mockingbird		
Warlock		

Bronze series totals do not count toward dealer qualification. Bronze series guitars are available to all customers and do not have an opening order requirement.

PLATINUM GUITARS

	BLACK \$549.00	WHITE \$549.00	TRANS BLUE \$574.00	TRANS RED \$574.00	TRANS GREEN \$574.00	TRANS PURPLE \$574.00
Bich						
Mockingbird						
Warlock						

Bich						
Mockingbird						
Warlock						

PLATINUM BASS

	BLACK \$599.00	TRANS GREEN \$624.00	TRANS RED \$624.00	TRANS PURPLE \$624.00
Mockingbird				
Warlock				

Mockingbird				
Warlock				

NJ GUITARS

	BLACK \$699.00	WHITE \$699.00	TRANS BLUE \$724.00	TRANS RED \$724.00	TRANS GREEN \$724.00	TRANS PURPLE \$724.00
Bich						
Mockingbird						
Warlock						

Bich						
Mockingbird						
Warlock						

EXCLUSIVE SERIES

	TRANS RED \$699.00	TRANS GREEN \$699.00	TRANS BLUE \$699.00
EM1			

EM1			
-----	--	--	--

INNOVATOR

	BLACK \$649.00	NATURAL \$674.00
4 string		
	\$699.00	\$724.00
5 string		

4 string		
----------	--	--

	\$699.00	\$724.00
--	----------	----------

5 string		
----------	--	--

BAGS

	GUITAR \$69.98	BASS \$74.98
Guitar & Bass		

Guitar & Bass		
---------------	--	--



★ HAYWARD, CA ★ WEST MONROE, LA ★ CINCINNATI, OH